

Media and Information Literacy

Quarter 2 – Module 9: Media and Information Literate Individual

This instructional material was collaboratively developed and reviewed by educators from public and private schools, colleges, and or/universities. We encourage teachers and other education stakeholders to email their feedback, comments, and recommendations to the Department of Education at action@deped.gov.ph.

We value your feedback and recommendations.

**Lesson
1****Media and Information
Literate Individual**

What is the impact to you when you are using different media platforms? In this lesson, you will be gaining knowledge on the basic media and information which can be beneficial to an individual. Literacy in using different media platforms would help you utilize its purpose.



What is It

Implication of Media and Information

Media and information literate individuals have the ability to find, evaluate, and use reliable information, and communicate it through various formats and media. Such literacy is important for learning, making sound decisions and solving problems. The following are some of its effects on the individual and society:

Personal

- It improves the quality of life.
- Communication has been made easier.
- Information has become widely accessible.
- Conducting research has become more convenient
- Long-distance communication between family members have become possible through video calls or instant messaging.
- It provides entertainment through various cable channels and internet access.

Political

- It] generates greater political participation.
- In the fields of public service, the media and the government have a long-standing relationship.
- Media keep the public and even the government informed on what is happening in the country, helping both sectors make political decisions.
- Through media reports of government activities and issues, the public are informed of the political affairs in the country and are further encouraged to take a more active role in the government.

Economic

- It promotes economic opportunities.
- The new media have made it possible for ordinary individuals to offer their materials for consumption, whether free or paid.
- YouTube, a free video host, is also an advertising medium. Advertisers pay to display their ads with the videos. YouTube then pays video contributors if their videos get enough views or if their channels have a high subscriber rate.
- It creates new job opportunities. For example, new positions like social media managers or multimedia specialists are now in-demand. Likewise, programmers for various platforms can easily find projects or permanent jobs. More specialized jobs lead to higher pay and therefore result in a better economy.

Educational

- Media and information literacy improves learning environment through different interactive media platforms.
- Reinvention of learning modalities makes knowledge accessible to more people.
- Information can be easily accessed and assessed, thus, making studying convenient for students.
- Learning resources can be easily improvised and customized to suit the aptitudes of different types of learners.

Social

- Media and information-literate individuals form groups that are said to be more cohesive units than those formed by people who are not, creating a bond that does not only have relational implications but also create social impact.
- People are being connected in ways that were possible before.
- Media and information literate people would rarely, if ever, fall victim to fake news and consequently react to it in a way that would destroy social relationship.
- It allows people to develop camaraderie and interaction.
- Different social networks sites like Facebook and Instagram can be used to build support groups engaging in different advocacies.

Professional

- It builds professional networks.
- Looking and applying for a job becomes easy by checking different websites.
- Job hunting becomes convenient for applicants who can share their personal profiles and other credentials to prospected companies.
- An individual can conveniently work from home through the use of different media.